

Transcript
CAA Brand Heroes Store Walk N Talk Full Ep 5 Holiday Gift Guide

[Music plays throughout]

00:00:01 - 00:00:04

Narrator >> Have you ever wondered what's inside a CAA Store?

[Described video: Eva, Helen and Nathan walk toward the entrance of a CAA Store]

00:00:04 - 00:00:12

Narrator >> Nathan, Helen and Eva are three of our own CAA Store associates visiting today to prepare for their holiday season...

[Described video: Pan up from the group walking to the CAA sign on the exterior of the building]

[Transition: Blue bars swipe across the screen]

[Described video: Eva walks into the CAA Store and looks around]

00:00:12 - 00:00:16

Narrator >> Starting with Eva, searching for the perfect gift.

[Described video: Eva smiles into the camera]

[Text on screen: *Eva Stamatakos; CAA Store Manager, Markham*]

00:00:16 - 00:00:22

Eva >> The CAA Store is far beyond roadside assistance, it's an inspiration at every turn.

[Described video: Eva looks at products in the CAA Store]

[Transition: Blue bars swipe across the screen]

[Described video: Close up shots of different travel packs and emergency kits]

00:00:22 - 00:00:28

Eva >> When we travel, I would pick the destination while my kids have fun picking all the travel accessories. It's function meets fashion.

[Described video: A small shovel is displayed next to a travel bag]

[Described video: Close up shots of the signs over the different sections of the store, including Travel Accessories, Luggage Accessories, Travel Bags, Personal Safety, Electrical Adaptors & Converters]

[Described video: Eva selects a product and walks off camera]

00:00:29 - 00:00:34

Narrator >> From Cineplex tickets to travel perks, the CAA Store is a one-stop shop.

[Described video: Cineplex vouchers are displayed on a white background]

[Described video: A woman tests the handle on a suitcase]

[Described video: the woman looks at different products in the store]

00:00:34 - 00:00:40

Narrator >> Take it from Helen, who has helped CAA Store visitors all across Ontario.

[Described video: Helen smiles into the camera]

[Text on screen: *Helen Triantafillos; CAA Store Regional Manager, Customer Experience*]

00:00:40 - 00:00:52

Helen >> Visiting stores as a regional manager, I have a ton of members who say to me, "You have that at the CAA Store?" And that's always followed by, "Oh, and there's discounts for members?"

[Described video: A man smiles and waves as he walks through the store]

[Described video: Helen and the man sit at a desk]

[Described video: The man looks at products in the store]

[Described video: Travel bags and emergency kits are displayed]

00:00:52 - 00:00:57

Helen >> It's the best feeling when they become aware of just how much we have to offer.

[Described video: A small shovel is displayed next to a travel bag]

[Described video: Helen and the customer sit and talk at the desk]

[Transition: Blue bars swipe across the screen]

00:00:57 - 00:01:08

Narrator >> CAA Stores have a full service travel agency, insurance agents, products, and more.

[Described video: A CAA sign reading "Making bad days good. And good days better.®" is displayed]

[Described video: A section of travel books is displayed on the wall]

[Described video: An insurance sign is displayed]

[Described video: A section of books under a "Membership" sign is displayed]

00:01:03 - 00:01:08

Narrator >> And as Nathan notes, all services work toward a common goal of keeping you safe.

[Described video: Nathan smiles into the camera]

[Text on screen: *Nathan Van Horne; CAA Store Manager, Spadina*]

00:01:08 - 00:01:13

Nathan >> So for me the CAA Store is all about safety. Whether walking out with an insurance plan...

[Described video: Nathan looks at the travel bags displayed on the wall in the store]

00:01:13 - 00:01:19

Nathan >> ... or even a bike helmet, everyone who comes through these doors should feel protected.

[Described video: Hands pick up a bike helmet from a display]

[Described video: Nathan carries a travel bag off camera]

[Described video: A hand takes a travel magazine from a display]

00:01:19 - 00:01:30

Narrator >> This holiday season, experience the CAA Store for yourself. Visit caasco.com/store to find a location near you.

[Described video: Eva reads the magazine]

[Described video: Exterior shot of the CAA Store]

[Described video: Blue bars swipe up the screen, revealing the CAA Calling All Neighbours logo]

[Text on screen: Visit caasco.com/store]